Access

In This Issue

Michigan Reads! Kicks Off with Special Author Visit at Library of Michigan

Michigan Reads! 2004

*by Lisa Mulvenna, Clinton-Macomb Public Library
and Casey Kremers, Department of History, Arts and Libraries*

The cows are mooing, the pigs are oinking, and the horses are neighing at the Library of Michigan this April. Rhonda Gowler Greene, author of *Barnyard Song,* will visit the library on Sunday, April 18 for a special story time and autograph session to kick off the "Michigan Reads! One State, One Preschool Book" program. The event takes place from 2 to 4 p.m. in the Lake Ontario Room and is open to the public. If you have any questions, please contact Lisa Mulvenna at (586) 226-5085 or *lisa@cmpl.org*.

Barnyard Song is the 2004 selection for Michigan Reads!, which encour-ages parents, caregivers and educators to read the same book to as many of Michigan's preschool children as possible during the period of April 18-30. Part of Gov. Granholm's Project Great Start initiative, the program aims to model successful reading and literacy skills for preschool children; promote families reading together; and encourage regular visits to the local public library.

For more information about Michigan Reads! events taking place around the state, a librarian's toolkit and more, visit

http://www.michigan.gov/michiganreads.

Library of Michigan Strives to Help Libraries with Technology Needs

by Sheryl Mase, Director of Library Development and Data Services, Library of Michigan

We all know that technology presents tremendous opportunities for helping libraries meet the challenges of the information age. Virtual sources of information abound, and we are working diligently to improve the ways in which we can offer relevant services to library users and potential users. The costs of technology continue to fall sharply, even as the speed, capacity and benefits of these technologies continue to climb. Librarians across the state and around the country are working to harness these opportunities.

However, with these opportunities come significant challenges. The rapid pace of change in technology means libraries are constantly upgrading, which leads to ever-changing technical challenges. Libraries are also struggling to meet expectations of library users who, with influence from the media and marketplace, demand more and better services from our libraries. These challenges are especially acute in small and rural libraries, where the costs of connectivity are usually higher and there are fewer technical experts available to help implement new technologies.

The Library of Michigan has been working hard to try to address these problems. The Reed Act/Gates Foundation Broadband Grant Program has been offered to support public libraries that are providing broadband capacity public access computers by giving financial support to offset part of the cost of securing those connections. In return, these libraries commit to serving the unemployed by assisting them with appropriate online resources and services.

In support of technology needs, we have mounted a series of tools on the Library of Michigan Web site at *http://www.michigan.gov/techforlibraries*. These include technical how-to documents, links to other grant programs, an "ask-an-expert" service and e-mail lists to connect you with other

library staff around the state that are navigating through some of the same issues.

However, we need your help to make sure these resources meet your needs. Please go to the Web site and join the e-mail lists, use the ask-an-expert service and let us know if there are any technical issues you'd like to see addressed in the commonly asked questions document.

How Your Library Can Participate in the MeL Catalog and Resource Sharing System

by Louise Bugg, MeL Catalog Project, Michigan Library Consortium

As described in a previous issue of *Access*, three new components will be added to the Michigan eLibrary in 2004:

1. A statewide online union catalog, with the combined holdings of all participating Michigan libraries.

2. A statewide gateway to library information, with a single search interface for patrons to access all MeL databases, the MeL Internet collection, digitized collections and the statewide online catalog.

3. A resource sharing system, for Michigan library patrons in good standing to place online requests for items without intervention from library staff.

Reports from both pilot resource-sharing projects in Michigan – the InMICH and MiLE projects – indicate that patrons really like being able to find and make online requests for the materials they want. Those patrons credit their libraries for making these services available to them!

MeL Catalog Participation Agreement

Participation in the MeL Catalog and Resource Sharing System will be voluntary and will be open to all Michigan libraries.

To participate, your library will be asked to sign an agreement:

○ to load its bibliographic records and holdings into the union catalog;

○ to share its circulating collections and authorize its patrons to make requests; and

○ to use the statewide courier delivery service at least two days per week.

Your library may participate individually or through your shared online system, e.g., your cooperative or school system.

In 2004, after the 28 InMICH libraries migrate their union database into the MeL Catalog (or MeLCat, for short), the plan calls for groups of libraries to be added every quarter. A process will be developed to select libraries for these groups.

Steps For Libraries To Implement MeLCat

After your library has signed the agreements and has been scheduled for addition to MeLCat, it will then go through the following steps to implement MeLCat for your patrons and staff.

Step 1: Load your holdings into MeLCat

If your library has machine-readable bibliographic records, they will be loaded into MeLCat and a method to frequently update them will be set up. Good-quality MARC records are strongly preferred. If your library has no bibliographic records, you will be able to use a Web browser to attach your holdings to records already in MeLCat.

Step 2: Link to your patron records

A link to your library's patron records, or to a copy of those records, will be set up in order to authorize your patrons to make requests for items in MeLCat. If your library has no patron database, you will be able to create records for your patrons in MeLCat.

Step 3: Profile MeLCat

Information about which patrons can make requests, which items can be requested and which staff are authorized to work in MeLCat will be put into your library's MeLCat "profile." Then, your staff will receive training and test the system with some partner libraries.

Step 4: Go live!

Your library will then be ready to publicize this new service and make it available to your patrons

Technical Requirements for Your Local System

Your local online catalog and circulation system will need to have these capabilities:

1. Ability to export bibliographic and holdings records, preferably with circulation status information.

2. Ability to export patron records, until NCIP (NISO Circulation Interchange Protocol) is operational.

3. Ability to frequently update both holdings and patron records.

4. (Desirable but not mandatory) In 2005 or later, NCIP implementation in your local circulation system, using Direct Consortial Borrowing (DCB) Profile 3 for a broker application.   For NCIP DCB Profile 3, go to *http://www.niso.org/standards/resources/NCIP-DCB-3.pdf.*

If your bibliographic records need to be upgraded, your holdings records need to better reflect what is actually on your shelves, or your patron records include some people who are no longer in your community, now is the time for you to get them cleaned up and ready for MeLCat.

Cost to Participate in MeLCat

The Library of Michigan's contract with Innovative Interfaces includes a statewide license for all Michigan libraries and residents to use the MeL Gateway with broadcast searching and separate views for adults and kids. It includes an initial license for up to 550 Michigan libraries to use the MeLCat software, with an additional license fee for each library after that up to 2,000 libraries.

Your library, cooperative or school system – whichever joins MeLCat – will be responsible

for the following local costs to participate in MeLCat:

1. At least two days per week of delivery service.

2. Software your local system might need to be able to export bibliographic and holdings records, export patron records and implement NCIP DCB Profile 3

3. Workstations that need to be able to use Java client software.

4. For your staff: time and expenses for training, testing and upgrading records.

5. For local publicity.

For More Information

For additional information about the project and about the statewide delivery service, please visit *http://www.michiganelibrary.org*.

Looking for answers to technical issues?
Visit
http://www.michigan.gov/techforlibraries

New Statewide Delivery Service to Begin July 2004

by Anne Donohue, Michigan Library Consortium

The Library of Michigan and the Michigan Library Consortium (MLC) recently announced the selection of ProMed Delivery, Inc., of Sterling Heights, as the provider for the new MeL Statewide Delivery Service. MLC awarded a three-year contract (beginning July 1, 2004) to ProMed under which it will pro-vide statewide delivery of books, videos and other "lendable" items to all libraries that wish to participate. There is a flat-rate fee for this service, based on the number of stops per week, which will be paid by individual libraries.

"We are very excited to partner with MLC in order to expand our courier service to include libraries, and we look forward to pro-viding excellent service to them," said James G. Nihem Jr., president of ProMed Delivery. ProMed's previous experience spans 20 years, delivering goods for the medical, pharmaceuti-cal, optical/dental, banking, legal and office-supply industries.

"This is indeed exciting. After many years of trying to implement such a system, it's thrilling to see it happen," said State Librarian Christie Pearson Brandau. "Knowing where materials can be found isn't enough; libraries will now have a way of getting those materials for their patrons in a timely fashion, from anywhere in the state." ProMed will provide next-day or two-day delivery to all participating libraries.

With the help of Daniel Bolger of the Bolger Group, the MeL Delivery Task Force developed and released a request for proposal (RFP) to solicit bids for the statewide delivery system. The RFP was available on Dec. 1, 2003, with responses due back Jan. 20, 2004. In early February, a small working committee met to determine the winner.

"My thanks go to Denise Forro (chair) and all the members of the MeL Delivery Task Force," said Randy Dykhuis, executive director of MLC. "They've worked hard to put all the pieces in place to make this part of the Michigan eLibrary dream a reality."

For more information about the MeL Statewide Delivery Service, see *http://www.michiganelibrary.org/delivery/index.html*. To learn how your library can become part of the system, contact Anne Donohue at 800-530-9019, ext. 42, or *adonohue@mlcnet.org*.

Beginning Workshop Offered May 23–28

Event: Beginning Workshop

Dates: May 23-28, 2004

Location: North Central Michigan College, Petoskey

CEUs: 3.2

This basic library skills workshop, offered by the Library of Michigan to those public library personnel who do not have formal library training, and provides participants with a Level VII Certificate of Library Experience. Topics include reference, collection development, administration, cataloging, youth services, book repair and more.

You may register now for this workshop. The registration form is available online at *http://www.michigan.gov/libraryofmichigan*. For more information, please contact Jenn Houseman at (517) 373-1580 or *jhouseman@michigan.gov*.

2003/2004 Annual Report/State Aid Application Filing Season Concludes!

by Terri Assaf, Library Data Coordinator, Library of Michigan

The February 1 deadline for state aid application filing has passed. We are pleased to announce almost 100 percent submission, with only one library not meeting the deadline. Many thanks go out to all public, LBPH and cooperative libraries and personnel who have participated in providing information to the Library of Michigan. Further gratitude is due cooperative directors for their additional assistance. The removal of the extension opportunity may have produced added anxiety this year. However, everyone worked diligently to rise to the occasion. All the data gathered is reviewed before state aid is released. We are working steadily to get state aid payments processed, and early filers will be receiving checks before too long.

Library of Michigan Genealogy Specialist in Demand as National Speaker

Carole Callard, genealogy specialist at the Library of Michigan, has hit what we consider a genealogy home run. She has been asked to speak at the Utah Genealogy Association "Building Bridges" Conference in Salt Lake City in April, the National Genealogy Society's "Sacramento: a Golden Prospect" Conference in May, the American Library Association's Genealogy Pre-conference in June and the Federation of Genealogy Societies' "Legends

Live Forever" Conference in Texas in September. All of these are national conferences, and being asked to speak at all four is a tremendous honor.

Callard will also speak at the Library of Michigan's "Beginning Workshop" and will teach this summer for the second year at Wayne State University's Library and Information Sciences program.

Michigan Newspaper Project Microfilming Continues

by Kevin Driedger, Library of Michigan

The Michigan Newspaper Project, a project funded by the National Endowment for the Humanities with staff at both the Clarke Historical Library at Central Michigan University and the Library of Michigan, continues to microfilm Michigan newspapers. This both preserves the content and increases the availability of these titles for genealogists and researchers throughout the state and country. The following titles have been filmed by the Michigan Newspaper Project and added to the Library of Michigan's collection. (There are gaps in holdings for some titles.)

Ad-Daleel
> Detroit - Arab American newspaper)
> > 1943-1951

Athenai (Detroit - Greek language)
> 1942-1980

Arenac County Independent (Standish)
> 1963, 1972-2000

Barry County Pioneer (Hastings)
> 1851-1854

Barry Pioneer (Hastings)
> 1857-1862

Between The Lines
> (Ann Arbor - GLBT newspaper)
> > 1993-2002

Cass County Republican (Dowagiac)
> 1858-1864

Christian Herald (Detroit)
> 1877-1901

Constantine Republican
        1836-1838

Detroit Gay Liberator (GLBT newspaper)
        1970-1976

Flint Voice/Michigan Voice
    (Michael Moore's newspaper)
        1977-1986

Herald and Torchlight (Kalamazoo & Detroit)
        1873-1876

News/Thompsonville News
        1900-1947

Northern Tribune (Cheboygan)
        1875-1885

Owosso Times
        1881-1926

Romanul American
    (Detroit - Romanian newspaper)
        1942-1968

Times (Grand Rapids – African American)
        1959-1963

Warrendale Courier
        1950-1969

Ypsilanti Sentinel
        1844-1880

Michigan Week 2004:
May 15–21

Libraries Invited to Get Involved in 50th Annual Michigan Week Celebration

by Casey Kremers, Michigan Department of History, Arts and Libraries

The Michigan Department of History, Arts and Libraries invites libraries around the state to take part in Michigan Week. This annual salute to what makes the Great Lakes State so unique is scheduled for May 15-21, 2004. In special tribute to the first Michigan Week 50 years ago, the 1954 tag line – "This is YOUR Michigan!" – is being used for 2004.

There are many ways for libraries to participate in the grand tradition of Michigan Week, from something as simple as a book display to a weeklong celebration with activities for kids and adults. Here are just a few ideas:

• Set up a display of Michigan Notable Books. Include the program poster, which the Library of Michigan will be sending to libraries around the state. (See the list of 2004 Michigan Notable Books following this article.)
Host a book discussion on one or more of the Michigan Notable Books or other Michigan-themed books.

• Invite an author who lives in or writes about Michigan to speak at the library.

• Host a "Fabulous 50's" party for a look back at what life was like when Michigan Week began in 1954. Dress in costume, play 1950s music, and plan activities exploring what was happening in your community, our state and the world during this time in history.

• Prepare a community history display. Put out a call for photographs and artifacts.

• Plan a children's story hour with a Michigan theme.

• Ask a local historian to speak about community history or a historical re-enactor to bring a part of Michigan history to life.

• Invite an artist, photographer or musician who features Michigan or Great Lakes themes to show/play and speak about their work.

• Offer a program to teach patrons about the many resources available to state residents through the Michigan eLibrary.

• Coordinate a storytelling festival with tellers from the area sharing tall tales, legends and histories of the county.
Include the Michigan Week logo on promotional materials for your event. The logo is available for download at http://www.michigan.gov/michiganweek.

Or you may come up with your own unique Michigan Week activities. However you plan to celebrate, the Department of History, Arts

and Libraries can help get the word out with the statewide events listing on the Michigan Week Web page. Visit *http://www.michigan.gov/michiganweek* and click on the "Events/Programs" link to register your event.

For more information about Michigan Week, visit the Web page or contact Jim Schultz at (517) 373-1586 or *schultzjh@michigan.gov.*

Learn More About LM's Michigan Resources During Michigan Week

by Kris Rzepczynski, Library of Michigan

Throughout Michigan Week, the Library of Michigan will offer a series of free programs highlighting Michigan historical and genealogical resources in the library's collections.

Michigan Genealogy Resources
Saturday, May 15, 9:30 a.m., Lake Huron Room

This program will provide an introduction to the many genealogy resources available for Michigan family history research.

Michigan Vital Records
Monday, May 17, 3 p.m., Lake Huron Room

This program will explore the library's collection of Michigan vital records and indexes, and the valuable genealogical information they contain.

Michigan History Resources in Genealogy Research
Tuesday, May 18, 3 p.m., Lake Huron Room

Michigan history resources relevant to genealogy research will be discussed, including county histories and biographical records.

Michigan Newspapers
Wednesday, May 19, 3 p.m., Lake Huron Room

An introduction to the library's collection of Michigan newspapers, and how to best utilize these microfilmed resources in family history research.

Michigan Civil War Research
Thursday, May 20, 3 p.m., Lake Huron Room

This program will look at the numerous Michigan Civil War resources available at the library, how to use them, and the genealogical information they contain.

Michigan Cemetery Resources
Friday, May 21, 3 p.m., Lake Huron Room

Learn about the library's collection of Michigan cemetery records and how to best utilize them in your family history research.

2004 Michigan Notable Books

In case you missed it in the last issue of Access, following is the 2004 Michigan Notable Books list, formerly known as Read Michigan. Libraries statewide will soon receive a 2004 Michigan Notable Books poster, which can be used to help create a Michigan-related display any time of year. For a more detailed list with annotations, as well as previous years' lists, visit *http://www.michigan.gov/michiganweek* and click on the "Events/Programs" link.

The National Library Service and the Library of Michigan Service for the Blind and Physically Handicapped (SBPH) will record eight selections from this list and make them available via audiobook. They are marked below with a "+".

1. *Baseball Fever: Early Baseball in Michigan+,* by Peter Morris. University of Michigan Press.

2. *The Edmund Fitzgerald: The Song of the Bell+,* by Kathy-Jo Wargin. Illustrated by Gijsbert van Frankenhuyzen. Sleeping Bear Press.

3. *The Forests of Michigan,* by Donald I. Dickmann and Larry A. Leefers. University of Michigan Press.

4. *Going Back to Central: On the Road in Search of the Past in Michigan's Upper Peninsula,* by Lon L. Emerick. North Country Publishing.

5. *A Hanging in Detroit: Stephen Gifford Simmons and the Last Execution Under Michigan Law*, by David G. Chardavoyne. Wayne State University Press.

6. *Heart & Soul: The Story of Grand Rapids Neighborhoods,* by Linda Samuelson, Andrew Schrier, et al. William B. Eerdmans Publishing Company.

7. *The Living Great Lakes: Searching for the Heart of the Inland Seas+*, by Jerry Dennis. Thomas Dunne Books.

8. *Michigan's Early Military Forces: A Roster and History of Troops Activated Prior to the American Civil War*, by Le Roy Barnett and Roger Rosentreter Wayne State University Press.

9. *Off The Record+*, by Tim Skubick. University of Michigan Press.

10. *Recovering Ruth: A Biographer's Tale,* by Robert Root. University of Nebraska Press.

11. *Riding the Roller Coaster: A History of the Chrysler Corporation,* by Charles K. Hyde. Wayne State University Press.

12. *Saul and Patsy+,* by Charles Baxter. Pantheon Books.

13. *Shipwrecks of Lake Michigan,* by Benjamin J. Shelak. Trails Books.

14. *Still With Me: A Daughter's Journey of Love and Loss+,* by Andrea King Collier. Simon & Schuster.

15. *Sub 4:00: Alan Webb and the Quest for the Fastest Mile,* by Chris Lear. Rodale.

16. *Sweets: A Collection of Soul Food Desserts and Memories+,* by Patty Pinner. Ten Speed Press.

17. *The Vernor's Story: From Gnomes to Now,* by Lawrence L. Rouch. University of Michigan Press.

18. *Voelker's Pond: A Robert Traver Legacy,* by Ed Wargin and James McCullough. Huron River Press.

19. *Wheels for the World: Henry Ford, His Company, and a Century of Progress, 1903-2003+,* by Douglas Brinkley. Viking.

20. *Wonders Among Us: Celebrating 75 Years of the Detroit Zoo,* by the Detroit Zoological Institute. Detroit Zoological Society.

A Night for Notables! Celebrating Michigan's Literary Best

by Judith Moore, Executive Director, Library of Michigan Foundation

The Library of Michigan has announced this year's selection of the 2004 Michigan Notable Books, a list of 20 titles that best reflect Michigan's rich cultural heritage.

This initiative is worthy of a celebration, and that is just what we have planned. The Library of Michigan Foundation will host "A Night for Notables" at 7 p.m. on Saturday, May 15 at the Library of Michigan. This event will pay tribute to the 2004 Michigan Notable Book authors, many of whom will join us to sign their books and share a few moments with the guests. The Notable Books will also be on display and available for sale.

To complement the festivities, journalist and political commentator Tim Skubick, whose recently published "Off the Record" is among the 2004 Michigan Notable Books, will be the keynote speaker for the evening's program. The evening will conclude with a special recognition of the 2004 Notable Book authors by State Librarian Christie Pearson Brandau.

In celebration of Michigan Week – taking place May 15–21, 2004 – we have specifically selected May 15 for this special event to join in the statewide festivities and highlight Michigan's culture and literacy.

This program will launch what we are certain will become an annual prestigious event that celebrates and promotes Michigan authors and books. The event, a fundraiser for the Library of Michigan Foundation, is open to the general public. Admission is $25 per person. Hors d'oeuvres and wine will be served.

We are very excited about the launch of this new event and hope the library community will be able to join us. **Please contact our office at**

(517) 373-2977 **to R.S.V.P.** or if you have questions.

We look forward to seeing you on May 15!

Library of Michigan Presents Michigan Author Day Sunday, May 16

by Kris Rzepczynski, Library of Michigan

Join us on Sunday, May 16 at the Library of Michigan from 1 to 5 p.m. for our first-ever Michigan Author Day!

With our diverse author lineup, there truly is something for everyone: baseball, the Civil War, shipwrecks, Lansing local history, Michigan State University sports, and much more! Six of the participating authors are among those featured on the 2004 Michigan Notable Books list.

Each author will give a brief program during the early afternoon. An author panel discussion will take place at 4 p.m., and each author will then be available for book signings in the rotunda of the Michigan Library and Historical Center for the conclusion of this inaugural event. All the programs are free and open to the general public. Copies of each of the authors' books will also be available for purchase throughout the day.

Authors scheduled to appear:

- Richard Bak, author of *A Distant Thunder: Michigan in the Civil War*
- George Cantor, author of *Wire to Wire: Inside the 1984 Detroit Tigers Championship Season*
- David Chardavoyne, author of *A Hanging in Detroit: Stephen Gifford Simmons and the Last Execution Under Michigan Law**
- Andrea King Collier, author of *Still With Me: A Daughter's Journey of Love and Loss**
- Donald Dickmann and Larry Leefers, authors of *The Forests of Michigan**
- Michael Doyle, author of *Michigan Movie Theatres: A Pictorial History*

- Jim MacLean and Craig Whitford, authors of *Lansing: City on the Grand, 1836-1939*
- Peter Morris, author of *Baseball Fever: Early Baseball in Michigan**
- Johnathan Rand, author of the *American Chillers* series (Book signing only)
- Robert Root, author of *Recovering Ruth: A Biographer's Tale**
- Jack Seibold, author of *Spartan Sports Encyclopedia*
- Benjamin Shelak, author of *Shipwrecks of Lake Michigan**
- Tom Stanton, author of *The Road to Cooperstown: A Father, Two Sons, and the Journey of a Lifetime and The Final Season: Fathers, Sons, and One Last Season in a Classic American Ballpark* (a 2002 Read Michigan selection)

*2004 Michigan Notable Book selections

You won't want to miss what is sure to be an exciting author event!

For additional information regarding the Michigan Author Day, please contact the Library of Michigan at *librarian@michigan.gov* or (517) 373-1300.

Your Library's Image – First Impressions Are Important

by Roger Mendel, Director, Mideastern Library Cooperative

What do I see when I come through your library's front door?

A number of libraries in Michigan have conducted "mystery shopper" evaluation programs designed to help the library board, administration and staff see the library through the eyes of users.

Results of these evaluations usually highlight such things as needed services, preferred hours and the importance of friendly and knowledgeable staff.

In addition to service-related findings, these studies also point out how important first-impression issues are to patron satisfaction with library visits. When Mideastern libraries conducted this type of user survey, we learned that

one of the greatest PR tools a library has are its building, parking lot and grounds.

Walking through the front door of the library tells the user a lot:

- Is signage confusing? Is the physical lay-out a maze?

- Is the first thing you see coming in the front door a pile of old magazines or the first thing you smell the odor of mold on gift books?

- Are most of the signs you see ones that tell you no! no! no!?

- Are the programs listed on your bulletin board outdated?

- Is the front entry such a mess that you are tempted to turn around and go home?

To no one's surprise, survey results indicate that library users want a comfortable, pleas-ant, organized, up-to-date environment. They expect library restrooms to be as clean as the ones at home and the parking area to be clean, well lit and clearly marked. Outside plantings should be neatly trimmed and weeded, and flower boxes should be filled with plants, not dried-up remains.

Appropriate signage without library jargon is also important. After reviewing study results, one Mideastern library renamed the "circulation" desk the "service" desk because "Everyone understands that you go the service desk for help."

Take inventory of your library this month. If you are accustomed to coming in the back door when you come to work, try coming in the front door; it may be an eye-opening experience. Your Friends, other staff, or the library board can also help by taking a critical look at the first impression your library gives. Many times improvements to traffic flow, clutter control and even signage generated from a library computer can be no-cost or low-cost investments that have a great pay-back and can pro-vide the message that the library cares about service to its customers.

Melting the Frozen Stereotype of Librarians

by Tim Watters, Special Materials Cataloger, Library of Michigan

Two recent books address the way librarians are perceived by the public – *The Image and Role of the Library* (Haworth Information Press) and *Revolting Librarians Redux: Radical Librarians Speak Out* (McFarland & Company). There has also been some media coverage of librarians because of several events last fall, including John Ashcroft's "hysterical librarians" remarks and the librarian action fig-ure produced by the Archie McPhee Company. My own experience also has indicated that the seemingly impenetrable stereotype of librarians may slowly be giving way to a more positive image.

Several months before the librarian action figure became available, I purchased the same company's "Barista" action figure representing a worker in a coffee shop. I gave it to the man-ager of a local coffee shop, and he thought it was fantastic. Because I spend most of my time cataloging, there have been days over the last three years when he was the only person to speak with me, so he knew about my job as a librarian. Just from news sources, he was aware that librarians are generally against overly strict copyright restrictions and privacy infringement. I suspect he related to librarians as fellow Napsterites, willing to share what we have. He even said it was a "cool job." Appropriately enough, he gave me a CD containing down-loaded music a few months later.

This is anecdotal evidence, but it seems as if the hard surface of the shushing librarian stereotype may be starting to change. Just as Fox News gave Al Franken a big boost in sales by suing him, John Ashcroft may have started to unfreeze the stereotype by calling librarians "hysterical." *The Wall Street Journal* ran a front

page article on October 28, 2003, with the headline "Patriot Act Riles an Unlikely Group: Nation's Librarians." True to the stereotype, the first person interviewed for the article is a silver-haired female named Martha, but at least they described her hair as "spiked" rather than "in a bun." Later, they actually interview a male librarian, but he has the unfortunate surname of "Buthod." Perhaps the spiked hair will help change the image a bit.

Both of the above-mentioned books are interesting but unlikely to change public perception because the intended audience consists of other librarians. Both books are a compilation of articles contributed by a variety of authors. The Haworth book is more academic and includes survey results and detailed bibliographies, which may be helpful to administrators. The McFarland book is much more lighthearted and inspirational. Those who work directly with patrons would appreciate the contributions in this book and find it helpful to know what other librarians are experiencing.

Surveying Successfully: Polling Patrons Can Lead to Productive Change

We asked for stories of libraries that have successfully surveyed their supporting communities to find out how to improve the library and consequently made productive changes. Following are a few of those survey success stories.

Farmington Community Library Output Measures Survey Report

by Nina Harris, Adult Services Librarian

The Farmington Community Library, serving the combined communities of Farmington and Farmington Hills, recently completed a weeklong output measures survey of their patrons. Individuals visiting the main library in Farmington Hills and the branch library in Farmington were asked to complete questionnaires, and an online survey was posted on the library's Web site *(www.farmlib.org)* for the survey week.

The purpose of the various questionnaires was to learn which library materials and services go out into the community; which collection materials are used "in-library;" and how our community perceives the library's services, in order to plan appropriately for the future.

One questionnaire, regarding collection materials, asked whether patrons were able to find the specific titles, subjects or authors they were seeking; or, if they were browsers, whether they found something of interest. Another survey piece asked questions specific to patron use of our computers: how often they visit, their opinions of our Web site and subscription databases, and whether their visit was related to business, school or personal use. The Web-based survey was similar in that it asked for opinions about the use of and suggestions for improvement to our site.

All three surveys offered respondents the opportunity to make comments and to attend future focus group sessions in order to express their opinions face-to-face with library administrators.

In addition to polling in-library and online users of the library's services, staff members were asked to track reference transactions in a very unique way and count all materials, by type, before re-shelving. Data derived from these counts and survey responses are now being analyzed, along with statistics on circulation, program attendance, outreach services, door counts, collection turnover, holdings, and patron registrations. Comparisons are being made to the results of past output measures surveys and, if available, to national and state

averages for libraries serving communities of the same size.

Preliminary results indicate that we have a lot of very satisfied patrons! However, we are identifying areas in need of improvement as well. After reading patron comments, we have refined our sign-up procedure for use of our small meeting rooms. Three of our collections – international language, feature videos, and adult and children's audio books – are being expanded, based upon a significant number of requests. When our analysis is complete, we will no doubt be implementing other procedures, while making improvements to our collections and services. Ultimately, the results of our output measures survey will assist us as we begin long-range planning.

For more information, feel free to contact Sharon Vincent (248-848-4312 or *vincents@farmlib.org*) or Nina Harris (248-553-6871 or *harrisni@farmlib.org*).

A Library Needs Assessment Survey

by Holly Hentz, Director, Hamburg Township Library

In 1998, the library conducted a needs assessment survey to determine what library features/services/policies needed to be updated for the new facility that was being planned.   The new facility incorporated many of the ideas presented in the returned surveys: an audio/visual preview room, quiet study rooms, an open floor plan, study tables with computer hook-ups, an expanded video collection, and a multi-purpose meeting room with multi-media functionality.   When the new facility opened, many people commented on how happy they were that the library planning committee had listened to their ideas.   It is now six years later, and we are sending out our follow-up survey to give

Surveys and Focus Groups from the Academic Law Library Perspective

by Hildur Hanna, Associate Director, Library and Technology Service at Michigan State University - Detroit College of Law

When I started working in an academic law library sometime during the Reagan administration, the idea of doing a student survey was unthinkable.   After all, the faculty knew exactly what the library should **not** purchase (study aids), the American Bar Association knew exactly what we **should** purchase (Annex II of the ABA Accreditation Standards), and the librarians knew exactly how these materials were to be used (no food, drink, cigarettes or chewing tobacco).

Nevertheless, sometime in the early 1990's I decided that a survey was merited. My stated justification to the library director was that we needed to document our lack of space for a pending ABA accreditation visit, but I secretly harbored a fear that we were missing something important.

I purchased a copy of *Measuring Academic Library Performance: a Practical Approach,* and created a first draft of a survey based heavily on Form 1-1 ("General Satisfaction Survey").   I placed the survey in a box on the card catalog with a sign reading, "Please complete."   No one did. I looked at the survey with a fresh eye and decided that I wouldn't want to complete it myself, so I stripped it down. The front of the form was reduced to easy questions and check-off options, starting with, "Why did you visit the library today? Please circle all reasons." The back of the form was blank, providing an optional space should the respondent care to comment on our cramped facility.

Yes, they cared very much indeed. Thirty percent of our patrons elected to complete a survey form. Many spent quite a bit of time completing the back page, filling it with observations about our lack of space. While slightly surprised by their passion on the space issue, I was even more surprised by the fact that 100 percent of the respondents provided the same

answer to question 1: the sole purpose of their visit was to study.

Prior to the survey, all of my professional attention had been directed to the reference desk, where I knew from personal experience that our students also used the library to cite-check law review articles, complete research papers and perform clerking assignments. It was not until I combined the survey statistics (information provided by a self-selecting group of patrons) with reference statistics (information selected by reference librarians) that I had a complete picture of library usage. A significant number of our patrons used the library to study.

I must confess that I was initially tempted to dismiss this need for study space. After all, we spent far too much money to just be a "study hall." Then I started to talk to the students about their study needs. Again and again I was told, "I study best in the Library." That, in turn, led me to think about creating an environment conducive to study; about the bricks-and-mortar issues, such as conference rooms and quiet reading rooms; and about the policy issues, such as our prohibition of food and drink and what that means to a student who spends eight hours a day in the library.

In 1995 we were given the opportunity to plan a new facility, and over the years we have had many opportunities to address various space and policy issues. Even as we implemented some of these changes, I failed to appreciate that those initial survey results played an important part in decisions. When we talked about providing a service window from the library to the coffee shop, we pointed at Barnes and Noble and discussed market pressure, but central to our decision was a new appreciation of patron use. In fact, three years after we moved into our new facility we were still working to create an environment conducive to study,

and by this time we had focus group results to back us up. We were given funds to fix a design problem with the lighting, but instead of calling the electrician, we called the movers. We rearranged our stacks, which allowed us to relocate our microtext cabinets, which in turn allowed us to convert the now-empty microtext room into a quiet reading room.

We have not performed a survey since 1992, but that's only because we have made the commitment to doing focus groups. After completing a survey, we realized we wanted to capture more than the basics; we wanted to tease apart the more complex issues ("When do you prefer to use print? When do you prefer to use digital?"); to propose new services ("Should we circulate laptop loaners?" "No, but could you keep a supply of cables?"); and to ask the potentially dangerous, open-ended question, "Is there anything else you would like?" ("Yes, please provide a list of all of the books you **don't** own.") Focus groups are more expensive (professional fees for the consultant, remuneration for the participants, and seven extra-large pizzas) and time-consuming (endless meetings to write and re-write the protocol), but they are worth every penny.

Unlike a public library, I can't point to our surveys and focus groups and link them to successful millage campaigns, but that does not make them any less important. We expect a lot from our students. They pay law school tuition for three years for the privilege of studying and researching a complex and frequently obscure subject. I believe we have an equal obligation to understand all of their needs, even when those needs are not simple or obvious. We can't know these without asking.
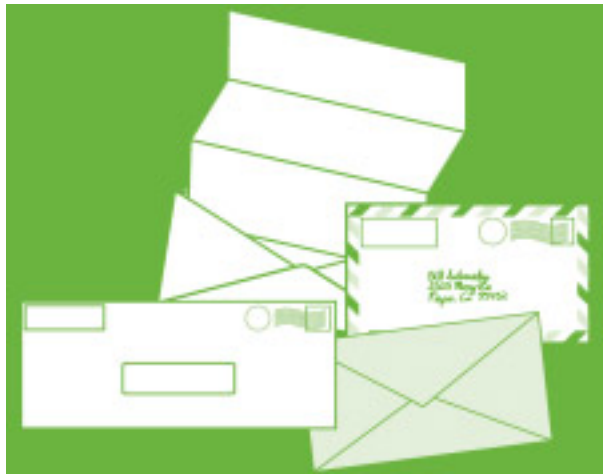
Needed: New Paradigm

by Jo Budler, Deputy State Librarian

On March 25, Brian Hawkins, president of EDUCAUSE and graduate of Michigan State University, spoke to a group of librarians in a program sponsored by Michigan State University Libraries. He spoke about the changes that have occurred in libraries over the past 20 years. These dramatic changes * including shrinking buying power and the explosion of information* can only be addressed if we are willing to change dramatically the way we go about doing our business. The new paradigm he suggested involves more collaboration and, simultaneously, less competition.

While Mr. Hawkins is president of a non-profit association whose mission is "to advance higher education by promoting the intelligent use of information technology," his message has meaning for all librarians. He pointed out that, from 1980 to 2000, the acquisitions budget of university libraries decreased approximately 18 percent per year until now their buying power is approximately 46 percent of what it was 20 years ago. The situation is worsened by the fact that information is doubling every two to five years, so in effect we are only buying four to five percent of what is available! Clearly these statistics affect all types of libraries.

And what about the costs of storing material? According to statistics gathered in 1998, there is an initial cost of $20 per volume to purchase shelf space. In addition, there is an ongoing cost for space of $1 per volume, per year. These costs must be taken into consideration when addressing the library's budget.

The solution to this dilemma is, yes, collaboration, but that is not enough. Mr. Hawkins urges that we find and use a new model based on "access versus ownership." We can no longer afford to have collections that have an enormous overlap with one another. Instead we need to think more along the lines of "cooperative collection management." Certain institutions may be responsible for specific subject areas. Knowing that an institution will collect material in a certain area frees others to concentrate on different areas. Be warned, though. This model requires a change in the mindset of many of our library users: while the material will be available for use, it will not immediately accessible.

While we have all heard this before and believe it to be true, I believe that everyone in the room found his talk compelling and full of hope and encouragement. Practitioners of a profession built on giving (information, books, service, to name just a few) and cooperation (what else can you call interlibrary loan?) most certainly should be able to do this. Here's to the new paradigm and the practices that will spring from it!

Web–sitings

by Kyle Kay Ripley, Reference Assistant, Library of Michigan

Improving the Image: Public Relations and Libraries

Articles on the public perception of libraries and librarians
http://atst.nso.edu/library/perception

ALA PR tools and resources
http://www.ala.org/ala/pio/campaign/prtools/prtoolsresources.htm

John Cotton Dana Library Public Relations Award tip sheet
http://www.hwwilson.com/jcdawards/nw_jcdtips.htm

The Lipstick Librarian
http://www.lipsticklibrarian.com

Librarian action figure
http://www.mcphee.com/amusements/current/11247.html

Ohio Library Council public relations
http://www.olc.org/marketing/4pr.htm

Library media and PR toolbox
http://www.ssdesign.com/librarypr/toolbox.html

OCLC Report – "Libraries: How They Stack Up"
http://www5.oclc.org/downloads/community/librariesstackup.pdf

Wild Time at the Madison Heights Library

A wild time was had by all when the "Wild Thing" from the Maurice Sendak's children's book Where The Wild Things Are recently paid a visit to The Madison Heights Main Library. Thanks to the generosity of The Friends of the Madison Heights Public Libraries, almost 50 kids and their parents watched "The Wild Thing" video and created wild masks using construction paper, glue, felt and yarn. Participants also had their picture taken with the Wild Thing, played by library staff member Bill Davis.

Hope College's Van Wylen Library Wins National Award

The Van Wylen Library at Hope College has been named the national winner in the college category of the 2004 Excellence in Academic Libraries Award presented by the Association of College and Research Libraries (ACRL). The award, sponsored by ACRL and Blackwell's Book Services, recognizes staff for programs that deliver exemplary services and resources to further the educational mission of the institution. The association honors only one college library, one community college library and one university library each year. The award includes a plaque and a $3,000 gift, presented during a March 4 ceremony at the library.

"In support of Hope College's commitment to excellence in learning and teaching, the Van Wylen Library is dedicated to being a vibrant center of intellectual and cultural life and playing a significant educational role," said Mary Reichel, chair of the 2004 Excellence in Academic Libraries Selection Committee. "The library's fulfillment of this commitment is seen in the extensive and innovative Library Instruction program, excellent collaboration with classroom faculty, and a staff dedicated to helping students become life-long learners. Exemplary programs include innovative uses of sabbaticals for librarians, a dynamic team-based organization and thoughtful Web site usability studies."

Pinckney Community Public Library Hosts Scout Sleepover

Only days after the Pinckney Community Public Library's re-opening in January after a month-long renovation project, a group of young Cub Scouts were allowed to do something at the local library that's never been done before – sleep over! To earn their badges in American Folklore, the boys ate pizza in the new meeting room, played games, watched a movie and even had a library scavenger hunt. They were also given a tour of the new library and taught how to use the catalog to find the books they would need. After the fun, the boys, their moms, and a library staff member rolled out their sleeping bags and turned in for the night. Morning came and, after checking out their chosen library materials with their brand new library cards, they headed over to Kaffee Main, the downtown coffee shop that has previously partnered with the library, for breakfast. The boys had such a great time that their troop leader is signing up to do it again in the fall!

Around the State

If you have a news item you would like to contribute, please contact Casey Kremers at 517-373-5578 or email: *ckremers@michigan.gov.*

The Library of Michigan is part of the Department of History, Arts and Libraries. Dedicated to enriching the quality of life for Michigan residents by providing access to information, preserving and promoting Michigan's heritage, and fostering cultural creativity, the department also includes the Mackinac Island State Park Commission, the Michigan Council for Arts and Cultural Affairs, the Michigan Film Office and the Michigan Historical Center.

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